TRAINING PROGRAM OF INSTRUCTION (TPI)

FOR

DINFOS BPASC

BASIC PUBLIC AFFAIRS SPECIALIST COURSE

Approved by:

Commandant Defense Information School
Supersedes TPI dated 4 March 2011

BASIC PUBLIC AFFAIRS SPECIALIST COURSE

TRAINING PROGRAM OF INSTRUCTION

Table of Contents

TRAINING PROGRAM OF INSTRUCTION

Preface

TRAINING PROGRAM OF INSTRUCTION FILE NUMBER (TPFN): DINFOS-BPASC

TITLE: Basic Public Affairs Specialist Course

TRAINING LOCATION: Defense Information School, Fort Meade, MD

SPECIALITY AWARDED:

- USA MOS   46Q10
- USMC MOS   4341
- USCG: Public Affairs Specialist 3d Class (PA3)

PURPOSE: To train selected enlisted personnel and civilian employees of Department of Defense components in the principles, techniques and skills required to perform the duties and functions of public affairs specialists.

TRAINING METHODOLOGY: Resident

COURSE DESCRIPTION: This course will prepare graduates to perform skills as entry level public affairs specialists. This course teaches students how to interact with command and key publics, and prepare and disseminate information in accordance with applicable directives. This course includes instruction in theories, concepts and principles of public affairs to include command information, community and media engagement and appropriate use of social media as a communication tool; various research methods and fundamentals of journalism, feature writing and design; basic operation of the digital camera and photojournalism skills for multiple web-enabled media platforms.

SERVICE PREREQUISITES:

Service	Prerequisites:	Notes:
USA		
Officer	N/A	
Enlisted	E-1 through E-5	- Soldiers must meet prerequisites outlined in 611-21 - E-5 with less than two years TIG - Must be a high school graduate or have high school equivalency - Minimum of 2 years of high school English - Minimum GT score of 107 - Type 20 WPM - Minimum physical profile of 211121 - Meet height and weight standards IAW AR 600-9 - Pass APFT prior to graduation

Civilian	GS-05 and above	If below GS-05, the requester must be a high school graduate or have a certificate of equivalency.
USAF		
Officer	N/A	
Enlisted	E-1 through E-6	
Civilian	N/A	
USN		
Officer	N/A	
Enlisted	N/A	
Civilian	N/A	
USMC		
Officer	N/A	
Enlisted	E-1 through E-5	- Minimum GT score of 110 - Minimum VE score of 45 - This is non-waiverable.
Civilian	N/A	
USCG		
Officer	N/A	
Enlisted	E-3 through E-6	- Auxiliary PAO with service chief approval - ASVAB requirement of minimum VE+AR=109 and minimum VE score of 54 - Type minimum of 20 wpm
Civilian	N/A	
International		
Due to the extensive amount of writing required for the course, international students must have a comprehensive understanding of English language usage, grammar and syntax. Students must score an 85 on the English Comprehension Level (ECL) test and be able to type. These requirements cannot be waived.		
Interagency		
GS-05 and above		

COURSE PREREQUISITES: See Army Training Requirements and Resources System (ATRRS) website (https://www.atrrs.army.mil/atrrscc/). Use school code 212.

CLASS SIZE:

Maximum   24 students

Minimum   12 students

Annual capacity   216 students

COURSE LENGTH:

Academic Hours	427 hours
Administrative Hours	21 hours
Total Course Length	448 hours, 56 days

TYPE/METHOD OF INSTRUCTION:

Lecture (L)	116 hours
Demonstration (D)	32 hours
Performance Exercise (PE)	93 hours
Case Study	32 hours
Exam Performance (EP)	147 hours
Written Exam (EW)	07 hours
Administrative (AD)	21 hours

COURSE MEASUREMENT PLAN: Located in the Course Training Standard.

TRAINING START DATE: 07 December 2017

ENVIRONMENTAL IMPACT: No environmental impact.

MANPOWER: The Inter-service Training Review Organization (ITRO) formula was used to determine the number of instructors required. The Course Design Resource Estimate (CDRE) contains this information.

EQUIPMENT AND FACILITIES: The Course Design Resource Estimate (CDRE) contains this information.

TRAINING DEVELOPMENT PROPONENT: Defense Information School, Directorate of Training, Fort George G. Meade, MD 20755

REFERENCES: Located in the last section of this TPI.

SAFETY FACTORS: Routine.

POC: Course Development Department, dma.meade.dinfos.list.dot-cdd@mail.mil, 301-677-2038.

FUNCTIONAL AREA 1
NEWS WRITING FUNDAMENTALS

TRAINING OUTCOMES:

UNIT 001 Introduction to News Writing: The instruction and training throughout this functional area provides students with a basic foundation and knowledge of military public affairs writing and copy-editing. Students are introduced to the concepts of public affairs with emphasis on the functions of news and newsgathering. They examine types of stories used in military publications and how information is obtained; write leads, leads with bridges and full news stories; and conduct interviews. Students identify the purpose and guidelines for writing general news stories; advance news and mission stories, and localized news service stories. They identify and correctly use the five W's and H; determine the lead emphasis for a news lead; use impersonal identification; identify local angles and military ties; use datelines; and determine and use attribution. In all their work, students demonstrate an understanding of basic English grammar, verbal communication and effective writing theories, using copy-editing symbols to identify and correct errors.

FUNCTIONAL AREA 2
MILITARY PUBLIC AFFAIRS FUNDAMENTALS

TRAINING OUTCOMES:

UNIT 001 Introduction to Military Public Affairs: The instruction and training throughout this functional area provide the students with a basic foundation of knowledge required to perform the duties of a DOD military public affairs specialist. Upon completion of this functional area, the students will be able to identify the primary principles of military public affairs policy, procedures and governing directives (laws, publications, etc.); and capable of determining appropriate guidelines for release of information and imagery, and assessing the potential news value of a given situation. The students will also be capable of developing and recommending public affairs courses of action in the areas of media engagement, community engagement, and command information during peacetime, operational training, and operational deployments. The students will be able to select appropriate media types to include social media platforms to communicate timely, accurate information to specific publics; respond verbally and in writing to queries from media organizations; prepare for and conduct media interviews; and select and prepare military spokespersons for media interviews.

FUNCTIONAL AREA 3

PHOTOJOURNALISM FUNDAMENTALS

TRAINING OUTCOMES:

UNIT 001 Introduction to Photojournalism: The instruction and training throughout this functional area provide the students with the knowledge and skills necessary to tell a photo story using various visual communication techniques. The students learn basic digital camera operations, exposure, focus, composition and flash lighting techniques. Using digital imaging and graphics software to perform ethical image editing, image management, students produce and package imagery for distribution and archiving. Students correctly prepare all imagery for accessioning in compliance with DOD Visual Information policy, assigning correct Visual Information Record Identification Numbers (VIRIN), and writing proper captions in accordance with DOD policy.

FUNCTIONAL AREA 4
FEATURE WRITING FUNDAMENTALS

TRAINING OUTCOMES:

UNIT 001 Introduction to Feature Writing: After being introduced to terminology and examples of creative and feature writing, the students examine interview techniques, different types of feature leads and transitions, and other story-telling devices of fictional writers, including figurative language, anecdotal quotes and biographical information. Students select suitable topics, then collect pertinent information, organize, write and revise human interest, personality and news-related feature stories.

FUNCTIONAL AREA 5
DESIGN AND DESKTOP PUBLISHING FUNDAMENTALS

TRAINING OUTCOMES:

UNIT 001 Introduction to Design and Desktop Publishing: The students examine basic design principles; identify the functions of typography; explain and demonstrate effective modular design; and the steps in publication production using desktop publishing software. The students must copy-fit stories, write headlines, and proportionally increase the size of photos to create an effective page design. The students demonstrate the layout steps using a copy log, a thumbnail sketch, a dummy sheet and desktop publishing software to create several publication pages.

FUNCTIONAL AREA 6

SERVICE-SPECIFIC AND JOINT ENVIRONMENT FUNDAMENTALS

TRAINING OUTCOMES:

UNIT 001 Introduction to Service Specific: The instruction and training throughout this unit provide the students with a basic foundation of knowledge required to perform the duties of a military public affairs specialist within their respective service and within a joint services environment. Upon completion of this functional area, the students will be able to identify the primary service-specific principles of military public affairs policy, procedures and governing directives (laws, publications, etc.).

UNIT 002 Joint Environment Fundamentals: The instruction and training throughout this unit provide the students with continuing instruction in the concepts of public affairs (PA) with emphasis on the functions of operating PA programs in an overseas area and the necessity of coordinating issues in a joint service expeditionary environment. This training is practiced, reinforced and critiqued in the students' application of these principles during a scenario-driven exercise that simulates deployment with a public affairs unit.

References

AFM 3-61, Public Affairs Operations, 1 April 2014.

Agnes, E. (1999). *Webster's new world college dictionary* (No. RD C10-19). Macmillan.

AR 360-1, Army Public Affairs Program, 25 May 2011.

Arnold, E.C. (1969). *Modern newspaper design.* Harper & Row.

Baskette, F. K. & Richter, D. W. (1997). *The art of editing.* Newspaper Research Journal 17.3.

Bender, J. R. (2009). *Reporting for the media.* Oxford University Press, USA.

Brooks, B. S., Kennedy, G., Moen, D. R., & Ranly, D. (2014). *Workbook for news reporting and writing*. Macmillan.

Brooks, B., Pinson, J. L., & Wilson, J. G. (2010). *Working with words: A concise handbook for media writers and editors.* St. Martin's Press.

Cappon, R. J., & Cappon, R. J. (2003). *The Associated Press guide to punctuation.* Basic Books.

Center, A. H., Jackson, P., Smith, S., & Stansberry, F. R. (2008). *Public relations practices: Managerial case studies and problems*. Upper Saddle River, NJ: Prentice Hall.

Christian, D., Froke, P., Jacobsen, S., & Minthorn, D. (Eds.). (2013). *The Associated Press stylebook and briefing on media law.* The Associated Press.

Christian, D., Froke, P., Jacobsen, S., & Minthorn, D. (Eds.). (2017). *The Associated Press stylebook and briefing on media law.* The Associated Press.

CI M5700.13, Coast Guard External Affairs Manual, 10 February 2014.

Clark, R. P. (2004). *Reviving the feature story.* Poynter online.

Clark, R. P., & Fry, D. (2003). *Coaching writers: Editors and reporters working together across media platforms*. Bedford/St. Martin's.

Community Relations Training Needs for DOD Installation Restoration Program, ICF, Inc., November 1986.

Comp, T. A. (1989). *Blueprint for the environment: A plan for federal action*. Howe Brothers, Salt Lake City.

Cutlip, S. M. (2006). *Effective public relations.* Pearson Education.

DINFOS Policy and Procedures Manual, 2017.

DOD Visual Information Style Guide, Sept. 25, 2017.

DOD Web policy, http://dodcio.defense.gov/DoD-Web-Policy/

DODD 1350.2, Military Equal Opportunity Program, 8 June 2015.

DODD 5122.05, Assistant Secretary of Defense for Public Affairs, 7 Aug 2017.

DODD 5230.09, Clearance of DOD Information for Public Release, 22 August 2015.

DODD 5400.11, DOD Privacy Program, 29 October 2014.

DODD 5410.18, Public Affairs Community Relations Policy, 20 November 2001, certified 30 May 2007.

DODD 5500.7, Standards of Conduct, 29 November 2007.

DODD 5535.4, Copyrighted Sound and Video Recordings, 31 August 1984 certified 21 November 2003.

DODI 5040.02, Visual Information, 27 Oct 2011 w incorporated changes 1, effective 8 July 2016.

DODI 5040.05 series, Alteration of Official DOD Imagery, 8 July 2016.

DODI 5120.04, Department of Defense Newspapers, Magazines and Civilian Enterprise Publications, 17 March 2015.

DODI 5122.08, Use of DOD Transportation Assets for PA Purposes, 17 December 2014 with incorporated change 20 Nov 2017.

DODI 5230.16, Nuclear Accident and Incident Public Affairs (PA) Guidance, 6 Oct 2015.

DODI 5400.14, Procedures for Joint Public Affairs (PA) Operations, 3 Nov 2014.

DODI 5410.19, Public Affairs Community Relations, 13 November 2001.

DODI 8550.01, DOD Internet Services and Internet Based Capabilities, 11 September 2012.

DODM 5120.20, Armed Forces Radio and Television Service (AFRTS), 3 June 2014.

DODM 5400.07, DOD Freedom of Information Act (FOIA) Program, January 25, 2017.

Fedler, F. (2001). *Reporting for the media.* Oxford University Press, USA.

Foundations of Photography - Exposure, Lynda.com, 2010.

Garcia, M.R. (1987). *Contemporary newspaper design: A structural approach.* Prentice Hall.

Harrigan, J. T., & Dunlap, K. B. (2004). *The editorial eye*. MacMillan.

Harriss, J., Leiter K., & Johnson, S. P. (2000). *The complete reporter*. MacMillan.

Harrower, T. & Elman J. M. (1995). *The newspaper designer's handbook.* WCB, Brown & Benchmark Publishers.

Harrower, T. (2007). *Inside reporting: A practical guide to the craft of journalism*. McGraw-Hill.

Hay, M. V. (1990). *The essential feature: writing for magazines and newspapers.* Columbia University Press.

Howard, Carole M., and Mathews, Wilma K. (2006). *On deadline: Managing media relations* (4th ed.), Waveland Press.

In the spotlight, media and the tactical commander. Center for Army Lessons Learned, No. 92-7, 1992.

Itule, B. D., Anderson, D., & Simon, J. (2003). *News writing and reporting for today's media.* Simon James.

JP 1, Doctrine for the Armed Forces of the United States, 25 March 2013.

JP 3-57, Civil-Military Operations, 11 September 2013.

JP 3-61, Public Affairs, 17 November 2015 w/ incorporated change 19 Aug 2016.

London, B., Stone, J. & Upton, J. (2008). Photography (9th Edition), Pearson.

Medley, H. A. (2005). *Sweaty palms: The neglected art of being interviewed.* Business Plus.

Mencher, M. (2011). *News reporting and writing.* Brown & Benchmark Publishers.

Moen, D. R. (1989). *Newspaper layout and design.* Wiley-Blackwell.

Mullen, M. G. (2015). National Military Strategy of the United States of America. Government Printing Office.

Nikon Digital Camera D7000 User's Manual, 2010.

Panetta, L. (2012). *Sustaining US global leadership: priorities for 21st century defense.* Washington, DC: US Department of Defense.

Press, A. L. & Williams, B. A. (2010).*The new media environment: An introduction.* Malden, Massachusetts: Wiley-Blackwell.

Public Law 81-874 and Public Law 81-815, as amended. Clean Air Act; Clean Water Act Environmental Regulation Handbook.

Ruehlmann, W. (1977). *Stalking the feature story.* Writers Digest Books.

Scanlan, C. (2003). *Gallery of ASNE award-winning leads*. https://www.poynter.org/2003/gallery-of-asne-award-winning-leads/11746/

Scanlan, C. (2003). *The nut graf, Part I.* Poynter. org.[cit. 03-04-2014]. http://www.poynter.org/how-tos/newsgathering-storytelling/chip-on-yourshoulder/11371/the-nut-graf-part-i

Scanlan, C. (2003). *The power of leads*. https://www.poynter.org/2003/the-power-of-leads/11745/

Scanlan, C. (2004). Putting endings first. https://www.poynter.org/2004/putting-endings-first/23661/

Schwartz, J. (2002). *Associated Press reporting handbook*. McGraw-Hill Companies.

Scott, D. R. (1988). *The army communicator and mass communication law: An analysis of organizational and personal liability*. South Carolina University, Columbia.

SECDEF Public Affairs Guidance (PAG), Embedding Media during Possible Future Operations/Deployment in the U.S. Central Command Area of Responsibility, February 2003.

SECNAVINST 5720.44C w/CH-1, U.S. Navy Public Affairs Policy and Regulations, 14 October 2014.

Secretary of Defense Policy Statement, Principles of Information, 9 November 2001.

Sedorkin, G., & McGregor, J. (2002). *Interviewing: A guide for journalists and writers*. Allen and Unwin.

Seitel, F. P. (2014). *The practice of public relations*. Pearson Higher Ed.

Soldier Training Publication No. 46-46Q14-SM-TG, December 2010.

Solis, B. (2013). *Share this too: More social media solutions for PR professionals*. John Wiley & Sons.

Strunk Jr, W. (2000). *The elements of style*. Penguin.

The First Amendment Handbook. The Reporters Committee for Freedom of the Press, 2003.

U.S. Army Social Media Handbook, Office of the Chief of Public Affairs, January 2011.

U.S. Navy Social Media Handbook, Navy Office of Information, 2017.

UCMJ Articles 88, 89, 91, 133, and 134.

Waddington, S. (Ed.). (2012). *Share this: the social media handbook for PR professionals*. John Wiley & Sons.

Williamson, D. R. (1975). *Feature writing for newspapers*.